

NEWS HIGHLIGHTS

Lending And Payments Market Trends Include The Increasing Use Of Alternative Lending

How can companies build the perfect digital marketing team in 2021

Jitendra Gupta's neobank Jupiter acquires Easyplan savings app

F-Pay India's leading digital wallet makes money transaction easy

Today's View

Psychological wellbeing

Health is perhaps the one fortune that matters the most. However, our understanding of what constitutes good health is often quite one-dimensional, focusing primarily on the physical and more often than not, ignoring mental health and well being. Mental health refers to the emotional, psychological and social wellbeing of an individual, and it affects how one thinks, feels and acts. It also helps determine how we handle stress, and make important choices.

Flow-Neuroscience is a Sweden-based medtech company offering a medication-free treatment at home for depression. The equipment used is a brain stimulation headset paired with an AI-powered app therapy program.

The wearable uses a brain stimulation technique called transcranial direct current stimulation (tDCS), which delivers an electrical signal to the head, and is able to significantly reduce the depression symptoms or eliminate it entirely. The recommended period of usage is about six weeks.

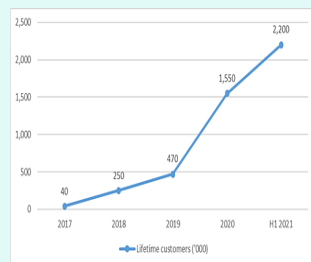
To maximize chances of recovering from depression, the Flow brain stimulation is combined with a behaviour therapy app. Their in-house licensed psychologists have created a plan that ensures the activity restoration in your brain is accompanied by long-term habit changes.

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One of India's biggest SME lenders is now seeing more consumer loans. Here's Capital Float's story

The consumer credit space has presented a lucrative opportunity for lenders over the last couple of years, thanks to the proliferation of fintech services that are being widely accepted in cities big and small.



Source— Your Story

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29th June 2021

Kai is an AI-powered, personal companion designed to help ease anxiety, depression, sleeping disorders and many other psychological stressors by integrating wellness tools, techniques and exercises according to the **Acceptance Commitment Therapy ACT** model. **Kai** works by asking structured questions based on **ACT**, a form of therapy rooted in the belief that greater well-being can be attained by developing the practice of mindfulness of emotions and psychological flexibility. It guides each user through scientifically proven protocols to shift their way of thinking and overcome negative reactions to circumstances.

Good health is a sum total of nutrition, rest, exercise and mental wellbeing. Nutrition and exercise are essential to wellbeing and their imbalance could take a toll on your mental health. But **Lifesum** can prevent that from happening. The Swedish healthtech startup tracks calorie intake, exercise, and nutritional information to create a personalized plan for your health, ultimately helping you make better food choices, improve exercise habits and reach health goals. Using hyper-personalization, this start up uses good nutritional food to maintain a healthy body and mind.

Mental health startups aim at increasing awareness about mental health, destigmatizing mental health issues and providing services related to treatment and therapy. Mental health startups are essential because they have, at the very least, opened a real conversation about this societal taboo.

Today's News

Lending And Payments Market Trends Include The Increasing Use Of Alternative Lending

Alternative lending is gaining traction as it gives loans to individuals and businesses who cannot access loans through traditional banking platforms. Alternative lending is becoming popular mainly because offering commercial loans to small businesses is deemed unprofitable by traditional banks.

Alternative lenders rely on advanced technologies such as big data to obtain data-driven insights, which can be used to quicken the overall lending process. This allows alternative lenders to earn profits on loans which are conventionally considered unprofitable by traditional lenders.

Source – EIN News

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How can companies build the perfect digital marketing team in 2021

Three pivotal moments in the past few years that influenced en masse digital adoption in India: One, the jio launch; two, demonetisation; and three, the pandemic. As and when more eyeballs move on digital, the marketing naturally would have to steer in that direction.

If you're someone who has not had significant experience dealing with the consumers digitally, you may find it an uphill battle. In such a scenario, it's super tempting to outsource your "digital" marketing to a "digital marketing agency". And anyway there is no dearth of such agencies around today.

Source – Financial Express

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SBI YONO crossed 70.5 million downloads and a registered user base of 37.09 million

Country's largest lender, State Bank of India's flagship digital offering YONO (You Only Need One) has crossed 70.5 million downloads, with a registered user base of 37.09 million and averages daily logins of around 10 million.

The bank laid out the details in its annual report and said it has been operating its analytical potential through AI/ML to increment efficiency, procuring new business and for risk management.

Source – The Economic Times

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F-Pay India's leading digital wallet makes money transaction easy

With time, digital wallets are gradually becoming the next way of tap-and-go consumption, allowing for seamless, transparent, safe, and very convenient financial transactions. Among the handful of digital wallets, F-Pay is an online portal to provide world-class services to its customers across the country.

Being overtaken by so many critical monetary transactions and decisions when it comes to digital wallets it might have far-reaching consequences, but with F-Pay it is easy to transit money safely and securely as it provides a hassle-free online experience.

Source – The India Saga

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Jitendra Gupta's neobank Jupiter acquires Easyplan savings app

Neobanking startup Jupiter, founded by Jitendra Gupta, has acquired Y Combinator-backed Easyplan, an AI-powered savings app for those who are starting their investing journey. Gupta had previously founded Citrus Pay. The Mumbai-based startup—part of Y-Combinator's 2020 batch—helps young Indians save in a simple, low-risk way, Gupta said. He did not disclose the size of the acquisition.

This is the second acquisition by Gupta's Jupiter after it acquired Mitter.io in 2019. According to Gupta, the acquisition will allow Jupiter to expand its customer base, and enhance its saving and investment capabilities. "They have joined us already, along with the founders. Easyplan will continue to operate as an independent app within the Jupiter universe," Gupta told ET. Started by Harvard graduates Manisha Pandita and Sanjay Gandhi, Easyplan has added over 250,000 users—most of them young and smartphone-savvy. The company was part of the inaugural batch of the Bharat Inclusion Initiative's Financial Inclusion Lab in 2019, and later got selected by the storied Silicon Valley accelerator Y-Combinator.

Source – *The Economic Times*

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What are Contactless Payments?

Contactless Payment as the name suggests does not require any physical contact between the buyer and the Point of Sale (PoS) terminal. You have to simply tap or hold your contactless card or smartphone near a suitable card reader. The terminal will link to your bank account immediately, and the transaction will be completed in a matter of seconds. Contactless payment is also referred to as tap-and-go or tap by some banks and retailers.

There are credit cards and debit cards that are enabled with Near field communication (NFC) technology that allows the customer to pay for items by tapping or waving their card above the payments reader. These types of cards are called contactless payment cards. Customers can link their cards to smartphones and digital wallets. The technology that enables contactless payments is known as near field communication or NFC. It's an enhanced version of the existing RFID (Radio Frequency Identification) technology. RFID has been used for a long time in a variety of applications that may be scanned, such as shopping malls, warehouses, and baggage tracking.

Source – *The Economic Times*

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How fintech industry can prepare itself before third wave of COVID hits?

As India's devastating second COVID-19 wave recedes, health and policy experts have called for heightened preparation to prevent a possible third wave. It's not only the health care department who needs to be prepared; all the industries and sectors including the Fintech segment need to pull up their socks as well. As amid rising fears of COVID-19 third wave spread, more challenges and opportunities shall unfold.

Digitisation has accelerated dramatically due to Covid. Many fintech businesses like digital and online payments have witnessed major growth in the last year. Talking about the stats, almost 42 percent of Indians switched to digital payment options during the first lockdown and the number grew to 76 percent in March 2021. In the last 6 months over 50 percent of the digital adoption is observed in Tier2 and Tier 3 cities, even traditional and brick and mortar businesses are embracing digital payments these days.

Source – *CNBC TV*

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Digital card transactions to soar in the next five years to £4.8trn

The global value of digital card transactions will increase by 370 per cent globally in five years, according to a new study. The business intelligence firm Juniper Research predicts that virtual transactions will reach £4.8trn in 2026, from £1.3trn in 2021.

Analysts say that the simplicity of virtual payments will drive the uptake, especially with business – to – business transactions, while consumers will benefit from the added security that virtual cards bring. The research forecasts that the Indian subcontinent will be the fastest-growing region in the next five years, with transaction volumes increasing more than tenfold.

Source – *I News*

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The promise of a 'digital first' small finance bank

When Rajeev Yadav quit GE Capital in 2012, he was taking a plunge into the unknown. At 42, he began to head an enterprise with its corporate headquarters in Bengaluru called Disha Microfinance.

Yadav had effectively moved from building products for affluent customers to the base of India's income pyramid. Nine years on, he has readied that financial inclusion enterprise—now, a small finance bank (SFB) called Fincare—for a Rs 1,330-crore initial public offering (IPO).

Source – *Your Story*

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